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**The Complex Sale Announces Sales Training Partnership with
The Georgia Tech College of Management**

Atlanta, GA – September 5, 2008 – Leading sales methodology and consulting firm The Complex Sale, Inc. announced today that it has entered into a sales training partnership with The Georgia Tech College of Management.

As part of the new partnership, The Complex Sale will present a three-day sales course – *Hope Is Not A Strategy: How to Win the Sales You Can't Afford to Lose* – at the Georgia Tech College of Management in Midtown Atlanta. The course will be held Tuesday through Thursday, October 14-16, 2008, 8:30 AM – 4:30 PM.

This high impact, interactive workshop is designed for those with significant sales and account management responsibilities including sales professionals, services managers, sales team members and their managers. In class, participants will be guided through a major opportunity in their pipeline.

“Today’s business climate is challenging. Sales cycles are longer and the selling environment is more complex than ever before,” said Brad Childress, president of The Complex Sale, Inc. “The purpose of this workshop is to help executives create a winning sales culture in their own organizations through sharing the best practices of some of the world’s greatest sales forces.”

The TCS workshop will include topics such as how to effectively manage complex sales; how to uncover prospects’ most compelling strategic business issues; how to maximize return on time invested by continuously qualifying opportunities; how to gain access to and build preference with executives; how to more accurately forecast and better allocate resources; and how to gain more control earlier in the sales cycle.

To register for the TCS workshop, contact the Georgia Tech Office of Executive Programs at 404-894-8700 or visit them online at www.execinfo.org.

About The Georgia Tech College of Management

The College’s Office of Executive Programs offers non-degree workshops and certificate programs in leadership, innovation, change management, project management, six sigma, and general management in addition to two Executive MBA programs – The Executive

MBA in Management of Technology and the new Global Executive MBA. To learn more, contact the Georgia Tech Office of Executive Programs at 404-894-8700 or www.execinfo.org.

About The Complex Sale, Inc.

The Complex Sale, Inc. is a sales methodology and consulting company that helps you win the sales you can't afford to lose – from speeches and tools to training and coaching to total sales force transformation. TCS helps leading companies such as Siemens and Deloitte create pipeline, win opportunities, and dominate accounts in the complex selling environment. Founded in 1992 by Rick Page, author of the sales bestseller *Hope Is Not A Strategy – The 6 Keys to Winning The Complex Sale* and *Make Winning A Habit – 20 Best Practices of the World's Greatest Sales Forces* – TCS programs are taught by executives who know the environment firsthand. We provide the skills and processes you need to *make winning A habit* in your organization. For more information, call (770) 360-9299 or visit us online at www.complexsale.com.